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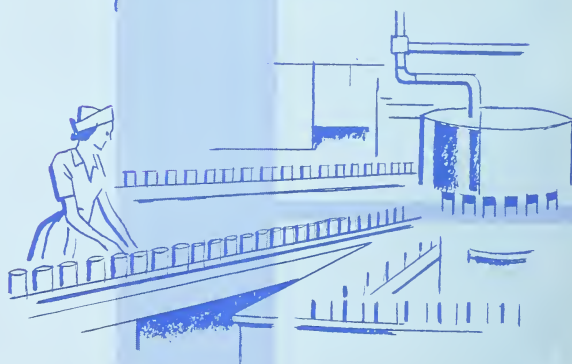
C & R-PREP.

YOUR FOOD is GOOD FOOD



FEDERAL EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE

your **FOOD** is good food . . .



... because it is ...

PROTECTED

INSPECTED

PROCESSED

RUSHED . . . farm fresh to you

FRESH PRODUCE



Your Food Is Good Food

You can buy your food with confidence. It is the safest, cleanest, most wholesome food in the world.

Food safety begins at the farm or ranch. Here the latest research knowledge is used to protect crops and livestock from insects and diseases.

Farmers, industry, and government have worked together to perfect effective pesticides and safe ways to apply them. Now more than \$500 million is spent annually to control pests and assure the quality and wholesomeness of our food.

Inspection and grading help to assure consumers that food is handled and processed under sanitary conditions. Just as we accept pounds and quarts as measures of quantity, we accept terms like U. S. Grade A, U. S. Choice, and U. S. Fancy as measures of quality.

More than 20 billion pounds of red meat and about 5 billion pounds of poultry are inspected and certified as wholesome each year. About 85 percent of the fresh fruit and vegetable crop each year is packed according to recognized grade standards. And 23 percent of canned fruits and vegetables and 90 percent of frozen fruits and vegetables are packed according to Federal standards.

Serving Consumer Needs

Remember when we wanted a small turkey to fit an apartment-sized oven or to feed a small family—and the smallest we could find weighed 15 pounds or more? Then researchers perfected the small meaty turkey.

Now we buy 12 million small turkeys a year. And in 1960 we ate 6 pounds of turkey per person—twice as much as in 1940.

We consumers showed our preference for lean pork. So researchers developed and farmers are producing meat-type hogs with the qualities we want.

Farm-Fresh Foods All Year

A few years ago, many fruits and vegetables were available only “in season.” Today we enjoy farm-fresh fruits and vegetables the year-around.

Crisp lettuce. Garden-fresh sweet corn. Tree-ripened peaches. These and many other vegetables and fruits reach us with farm-freshness because of modern marketing, handling, and transportation methods.

Marketing of lettuce is an example. For more than 30 years, a carload of California-grown lettuce shipped to eastern markets consisted of about 20,000

pounds of lettuce and 40,000 pounds of ice. The cost of ice and its transportation was included in the price we paid for lettuce.

Then researchers perfected a new, rapid system of vacuum cooling. Now vacuum-cooled lettuce is shipped in refrigerated trucks and rail cars. Lower costs of packing, refrigeration, and freight more than offset the cost of the new cooling method.

Lower Food Bills

Improved handling and marketing not only help to get wholesome, nutritive food to us, they save millions of dollars on our food bill. New cooling and packaging methods reduced shipping costs of Texas carrots by \$1 million a year. Research on refrigeration needed for California grapes resulted in a saving of \$780,000 a year. Better refrigeration and containers for tomatoes are saving several million dollars annually.

Our demand for farm-freshness in frozen fruits and vegetables and in fruit juices also is being met by researchers, farmers, and marketing firms.

We like frozen strawberries with the same red color and good flavor of fresh fruit. Several varieties introduced in the past 10 years—one as recently as 1959—give us these qualities. Today, about half of the strawberry crop is frozen.

New packaging methods contribute to food quality. Polyethylene bags for fruit and vegetables are a good example. They retard moisture loss and keep produce fresh, clean, and attractive.

Refrigeration in retail stores also helps to maintain food quality. It helps to keep perishable foods fresh, wholesome, and nutritious.

Better Living

We in the United States have the highest level of living the world has ever seen. Our children are taller and healthier than we were at the same age. All of us have a longer life expectancy.

Why? One important reason is that modern farm production and marketing provide us with a basic requirement of good health—nutritious, wholesome food in plentiful supply.

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